



## The Future of Advertising

*Joe Cappo*

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## **The Future of Advertising** Joe Cappo

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### **A celebrated ad veteran talks about where advertising is, where it is going--and how to take advantage of its many changes**

In *The Future of Advertising*, international ad industry thought leader Joe Cappo analyzes the factors reshaping today's advertising industry. Advertising and marketing professionals will get thought-provoking and valuable guidance on how to position themselves, their work, and their clients to meet consumer needs in the coming years.

In addition to Cappo's input, insight, and anecdotes, pieces from prominent agency heads, advertisers, brand managers, and creatives provide a 360-degree view of the state of advertising today. All readers will learn how to skillfully navigate fast-changing factors including:

- Changes in the long-entrenched commission system
- Consolidation of major agencies
- Internet and E-tailing initiatives

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